

### AMENDMENTS TO THE CLAIMS

Please cancel claims 13-15 and 25-27 without prejudice. Accept amended claims 1, 7, 10, 12, 16, 20, 28 and 31 as follows:

1. (Currently Amended) A method for processing an HTML document comprising the steps of:

receiving at a server a request for the HTML document from a client;

providing to the client a static textual portion of the HTML document; and

providing to the client a media file corresponding to a dynamic assembly image tag of the HTML document, wherein the dynamic assembly image tag references textual content, wherein providing the media file comprises,

obtaining, at the server, the textual content referenced by the dynamic assembly image tag;

converting, at the server, a portion of the textual content referenced by the dynamic assembly image tag to a the media file;

~~storing the media file;~~ and

~~providing a tag within the HTML document referencing the stored the media file to the client, wherein the tag references the media file including the portion of the textual content.~~

2. (Original) The method of claim 1, wherein the media file is a sound file.

3. (Original) The method of claim 1, wherein the media file is an image file.

4. (Original) The method of claim 1, wherein an expression of an idea within the textual content is the property of an entity.
5. (Original) The method of claim 3, wherein the image file includes a watermark.
6. (Original) The method of claim 5, wherein the watermark serves as a notice of the existence of a property right.
7. (Currently Amended) The method of claim 1, further comprising the step of compressing the media file according to a compression preference stored on the server.
8. (Original) The method of claim 7, wherein the compression preference identifies a file format.
9. (Original) The method of claim 1, wherein the media file is stored in one of a client-side database and a networked cache.
10. (Currently Amended) The method of claim 3, further comprising the step of generating an image map corresponding to the image file, according to a mapping preference stored on the server.

11. (Original) The method of claim 10, wherein the mapping preference relates selectable spatial display coordinates to external document identifiers in order to enable user navigation.

12. (Currently Amended) The method of claim 1, wherein the step of converting the textual content to a the media file ~~eliminates the use of~~ is performed without scripting commands for presenting the textual content.

13-15. (Cancelled)

16. (Currently Amended) A method for dynamically converting electronically encoded HTML content from a text format to an image format, comprising the steps of:

receiving a request for the content from a client;

obtaining, at a server, the content in text format;

determining a content creation preference stored on the server; and

converting, automatically by the server, the content in text format to content in the image format according to the content creation preference.

17. (Original) The method of claim 16, further comprising the step of extracting the content in text format from the obtained content in the text format.

18. (Original) The method of claim 16, further comprising the step of replying to the request, wherein the reply includes the content in the image format.

19. (Original) The method of claim 16, further comprising the step of applying a watermark to the content in the image format according to a watermarking preference.

20. (Currently Amended) The method of claim 19, further comprising the step of compressing the watermarked image according to a compression preference stored on the server.

21. (Original) The method of claim 16, further comprising the step of generating an image map according to a mapping preference, wherein the image map relates selectable spatial display coordinates to external document identifiers.

22. (Original) The method of claim 16, further comprising the step of storing the content in the image format.

23. (Original) The method of claim 22, further comprising the step of generating an HTML document containing a reference to the stored content in the image format for retrieval and inline dynamic assembly by the client.

24. (Original) The method of claim 19, further comprising the steps of:

- receiving a client system request for verification of the watermarked content;
- verifying the watermarked content; and
- replying to the client system request for verification.

25-27. (Cancelled)

28. (Currently Amended) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for processing an HTML document, the method steps comprising:

receiving at a server a request for the HTML document from a client;

providing to the client a static textual portion of the HTML document; and

providing to the client a media file corresponding to a dynamic assembly image tag of the HTML document, wherein the dynamic assembly image tag references textual content, wherein providing the media file comprises,

obtaining, at the server, the textual content referenced by the dynamic assembly image tag;

converting, at the server, a portion of the textual content referenced by the dynamic assembly image tag to a the media file;

storing the media file; and

providing a tag within the HTML document referencing the stored the media file to the client, wherein the tag references the media file including the portion of the textual content.

29. (Original) The program storage device of claim 28, wherein the media file is an image file.

30. (Original) The program storage device of claim 28, wherein the image file includes a watermark.

31. (Currently Amended) The program storage device of claim 29, further comprising the step of generating an image map corresponding to the image file, according to a mapping preference stored on the server.